

<b>Station</b>	WOOD-TV GRAND RAPIDS, MI.	<b>Agency</b>	( ) NATIONAL MEDIA RESEARCH PLANNING	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) .UPTON FOR ALL OF US		& PLACEMENT, 815 SLATER LANE	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	MI-6		ALEXANDRIA, VA 22314	<b>Salesperson</b>	( ) IAN AMBRON
<b>Estimate#</b>	3509	<b>Agency C/P1/P2/E</b>	226/406/3509		
<b>Buyer</b>	NMRPP MediaAssistant	<b>Flight Dates</b>	10/27/2012 - 11/06/2012	<b>Salesperson Phone#</b>	215-567-6005
<b>Phone#</b>		<b>Hiatus Weeks</b>		<b>Salesperson FAX#</b>	215-525-9757
<b>Fax#</b>					

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	6A-7A	NEWS8-DAYBREAK	:60	\$800.00	10/29-10/29	0	0	0	\$0.00	
Rating: 3.1												
Buyline Comment: NA DUE LOGS												
	2	TU	6A-7A	NEWS8-DAYBREAK	:60	\$800.00	10/30-10/30	1	1	1	\$800.00	
Rating: 3.1												
	3	W	6A-7A	NEWS8-DAYBREAK	:60	\$800.00	10/31-10/31	1	1	1	\$800.00	
Rating: 3.1												
	4	F	6A-7A	NEWS8-DAYBREAK	:60	\$800.00	11/02-11/02	1	1	1	\$800.00	
Rating: 3.1												
	5	M	6A-7A	NEWS8-DAYBREAK	:60	\$800.00	11/05-11/05	1	1	1	\$800.00	
Rating: 3.1												
	6	TU	7A-9A	TODAY SHW<	:60	\$1,300.00	10/30-10/30	1	1	1	\$1,300.00	
Rating: 3.8												
	7	TH	7A-9A	TODAY SHW<	:60	\$1,300.00	11/01-11/01	1	1	1	\$1,300.00	
Rating: 3.8												
	8	TU	7A-9A	TODAY SHW<	:60	\$1,300.00	11/06-11/06	1	1	1	\$1,300.00	
Rating: 3.8												
	9	SA	6A-7A	NW8DYBK SA E E	:60	\$300.00	11/03-11/03	1	1	1	\$300.00	
Rating: 2.2												









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Advertiser ( ) .UPTON FOR ALL OF US

Product MI-6

Estimate# 3509

Buyer NMRPP MediaAssistant

Phone#

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Agency ( ) NATIONAL MEDIA RESEARCH PLANNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 226/406/3509

Flight Dates 10/27/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	50	TU	430A-459A	430A NEWS	:60	\$800.00	11/06-11/06	1	1	1	\$800.00	

Rating: 6.4

Buyline Comment: PART OF MKGD PACKAGE FOR NA'S V.2-8

---REPORT TOTALS---

Report Totals: 27 / \$30,550.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00      Nov 12: 27 / \$30,550.00

Sales Totals: 27 / \$30,550.00

Station Totals: 27 / \$30,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$30,550	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

\*\*WILL ADVISE ON COMP

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE